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.org

Welcome to

How Shop Local Promotes You

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Shop Local's Training for Sales Reps

Presented by

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Shop Local E-commerce & Gift Registry Platform

Powered by Bridge

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Why stay till the end? Learn about the Give-Get $300 Promotion

$300

We'll give you $300 and we'll give your retailer $300.

We'll tell you more in a bit…

How Shop Local Promotes You

What we'll cover today:

- Brief Recap from our 'What and Why' webinar

    - Why care about Shop Local.

    - What is Shop Local.

    - Who is building Shop Local.

- Review a retailer's Shop Local Store.

    - How a retailer sees your contact information.

    - Reordering.

    - Wholesale ordering.

- Your Shop Local account.

    - Logging in.

    - Viewing network and wholesale orders.

    - Updating your business profile.

    - Updating your subscriptions.

RECAP

1. What Is Shop Local?

- Shop Local is an e-commerce and gift registry platform.
- We give retailers an e-commerce website.
- Fact: indie stores need efficient websites to compete today.

What Is Shop Local not?

- Shop Local does not sell direct; we do not drive the shoppers to myshoplocal.com.
- We want customers on your retailer's Online Store: yourstorename.myshoplocal.com
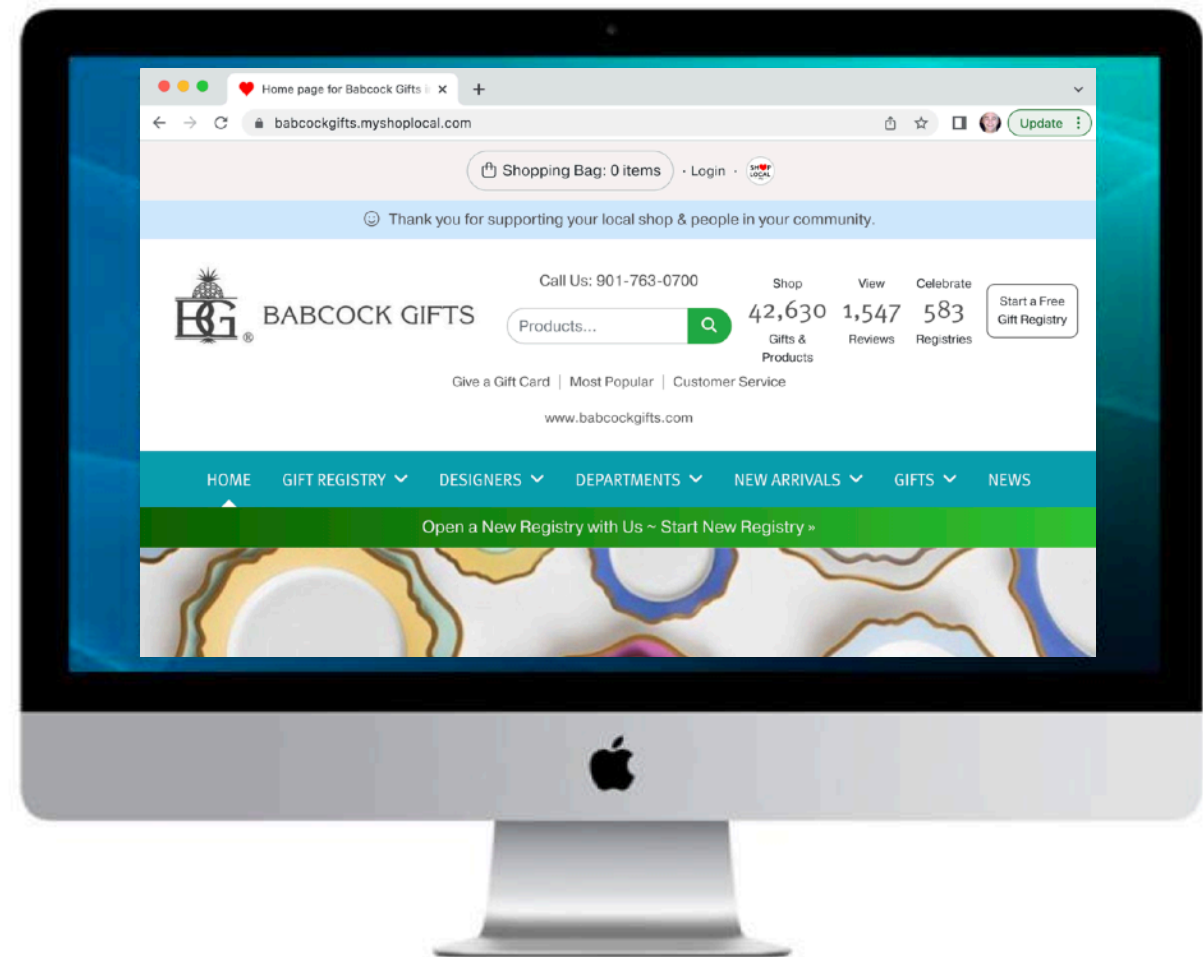
Training

RECAP

2. Why Should You Care About Shop Local's Success?
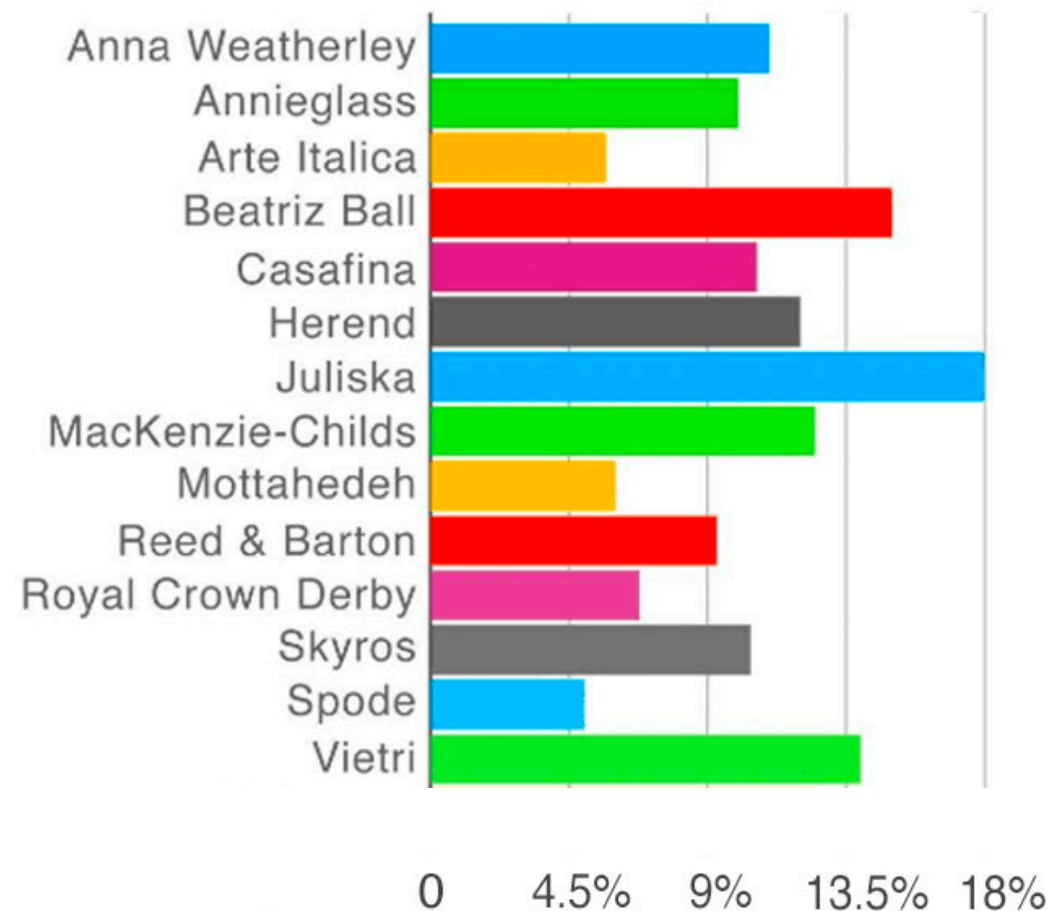
Indie stores report selling 18% more due to Shop Local.

This produces18% more in commissions for you.

2. Why Should You Care About Shop Local's Success?

Shop Local is the only platform that promotes sales reps. NO other platform shows your name on a retailer's website.

We'll show you how we promote 200 reps to 1,200 stores.

2. Why Should You Care About Shop Local's Success?

Endorsed by Industry Leaders

"Shop Local is on target and powerful."

Andy Bjork / Chief Sales Officer
Ivystone / Dallas, TX
Member Since January 2017

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RECAP

2. Why Should You Care About Shop Local's Success?

Then…   Now
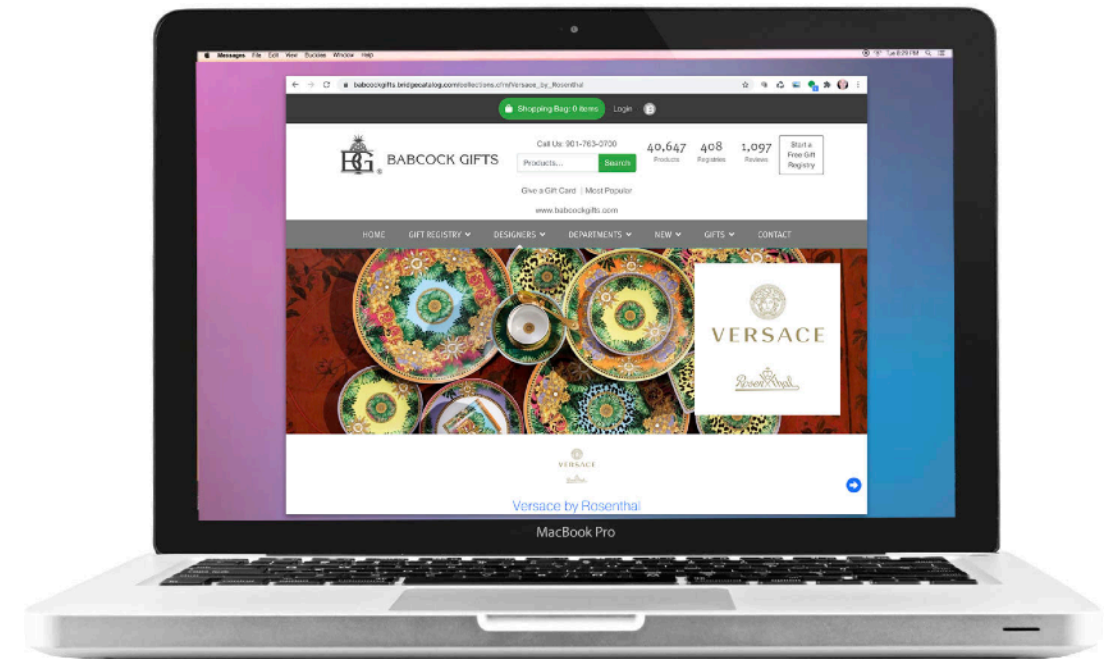
- Shop Local helps indie stores save $1 and 3 minutes per Synced product.

- 1,230 retailers save $3,536,250 and 5,052 weeks on website maintenance by using our Syncing service.

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3. 'Who' Is Shop Local?

- In 2007, I came up with basis for Shop Local after drawing my clients' business issues on a napkin.

- Retailers were struggling to add products to their websites and brands were struggling to share their products.

- In 2007, Started with 2 retailers and 8 brand partners.

- Today, Shop Local helps 1,200 retailers.

- We help retailers sell 3,200+ brands. Retailers can sell any brand via Shop Local.

- Today, we have 111 brand partners: Syncing Brands.

4. A Retailer's Shop Local Online Store

Let's review a retailer's Online Store provided by Shop Local.

This is The Ivy House in Dallas, TX.

We're not logged in as the retailer.

Let's take a quick overview tour…

4. A Retailer's Shop Local Online Store

Let's review a Syncing brand's page.
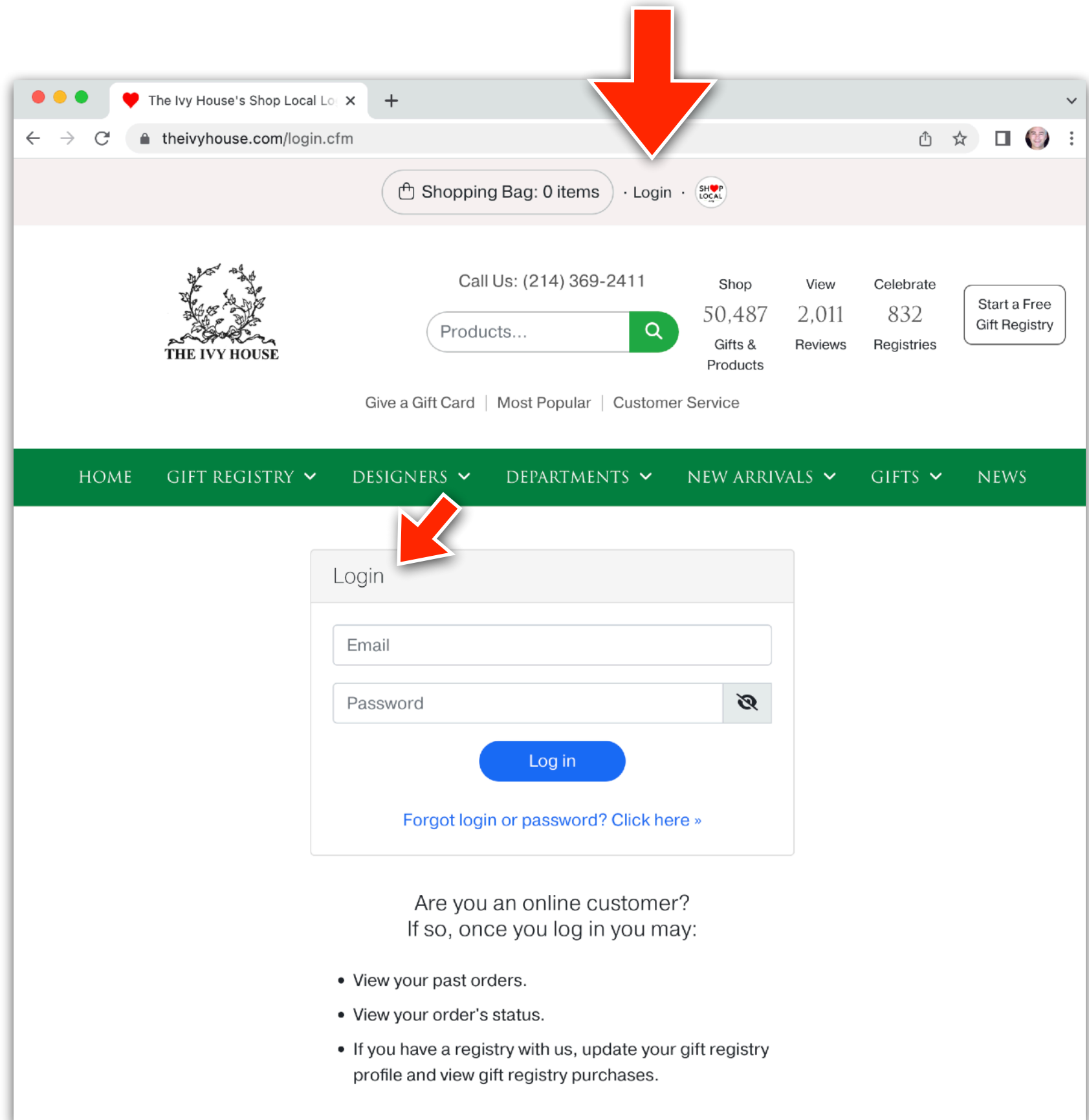
This is Juliska, a Syncing Brand partner.

(We're not logged in.)
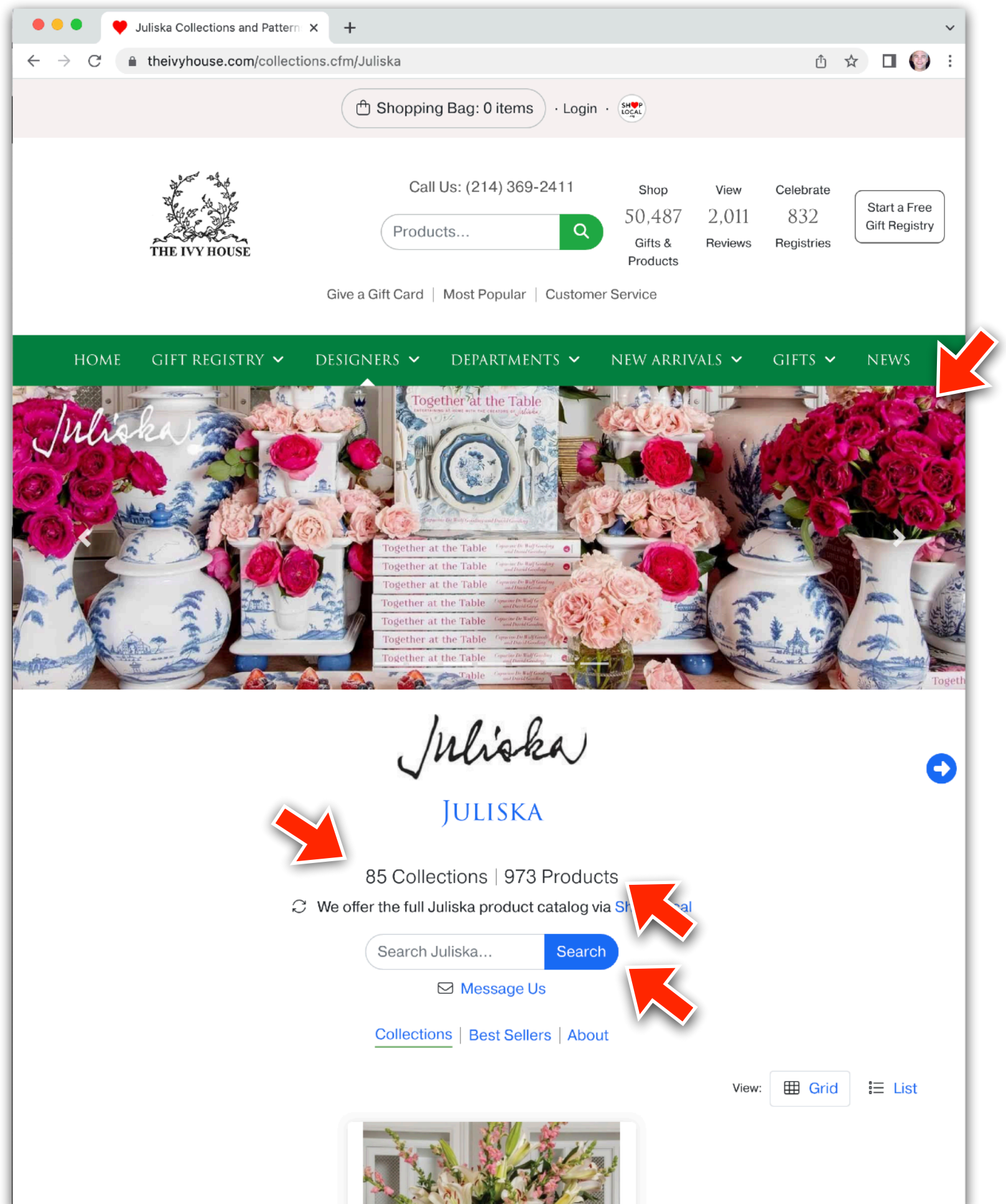
5. Log in

Let's log in to the retailer's Online Store as if we're the retail store.

6. A Retailer Sees Your Information in the Wholesale Bar

Once a retailer logs in, on a brand page the retailer sees the Wholesale Bar.

The bar displays the sales rep's name as well as other relevant information for the brand.

6. A Retailer Sees Your Information in the Wholesale Bar

A retailer can view the brand's corporate contact information.

6. A Retailer Sees Your Information in the Wholesale Bar

A retailer sees the sale rep's name and contact information on pages that contain the rep's products.

6. A Retailer Sees Your Information in the Wholesale Bar

A retailer can see reordering terms for the brand.

6. A Retailer Sees Your Information in the Wholesale Bar

A retailer can see how much time and money it's saving by syncing products.

6. A Retailer Sees Your Information in the Wholesale Bar

Product Details page:

A retailer sees the Wholesale Bar with the sales rep's name and contact information.

7. A Retailer Sees Your Information in an Order

On a retail order's page, the retailer sees the sales rep's name and contact information. One scrolls down to see it…

7. A Retailer Sees Your Information in an Order

Here we see the rep's name and contact information on a retail order.

9. A Retailer Sees Your Information on a Wholesale Order

When a retailer places a wholesale order via Shop Local with a brand, the retailer will see the sales rep's name and contact information on the wholesale order.

9. A Retailer Sees Your Information on a Wholesale Order

When we scroll down, we see rep's name output again.

Let's View Network and Wholesale Orders in A Rep's Shop Local Account

Let's View Network and Wholesale Orders in A Rep's Shop Local Account

After a sales rep logs in, they can view the Orders page. On the Orders page, we see choices to view Network and Wholesale orders.

Update Your Business's Profile in Shop Local

Roll over "Management."

Update Your Business's Profile

Once you roll over "Management," you'll see a drop-down.

In this drop-down, please click on "Profile Home."

Update Your Business's Profile

You can update your profile's address, website, telephone number, and more.

Last name:

Rosse

Address line 1:

40 John Portman Boulevard NW

Address line 2:

AmericasMart, Suite 818

City:

Atlanta

State:

Georgia

Zip/Postal:

30303

Country:

U.S.A.

Backup email:

This email helps you gain access to your account if access to your primary email addresses is not available.

Website:

www.rosseandassociates.com

Work telephone:

1-404-522-7574

Work telephone 2:

Fax:

1-404-827-0037

Hours Monday:

9 AM - 5 PM EST

Hours Tuesday:

Social Media Consumer-facing Services

Facebook URL:

https://www.facebook.com/RosseAndAssociates

Use Google to find your Facebook account ⧉

Please enter the entire URL. E.g.:
https://www.facebook.com/businessname/

Twitter:

Use Google to find your Twitter account ⧉

Yelp:

Use Google to find your Yelp account ⧉

Pinterest:

Use Google to find your Pinterest account ⧉

Instagram:

https://www.instagram.com/rosseandassociates/

Use Google to find your Instagram account ⧉

Please enter the entire URL. E.g.:
https://www.instagram.com/businessname
Do not enter just "@businessname".

B2B Software Providers & Services
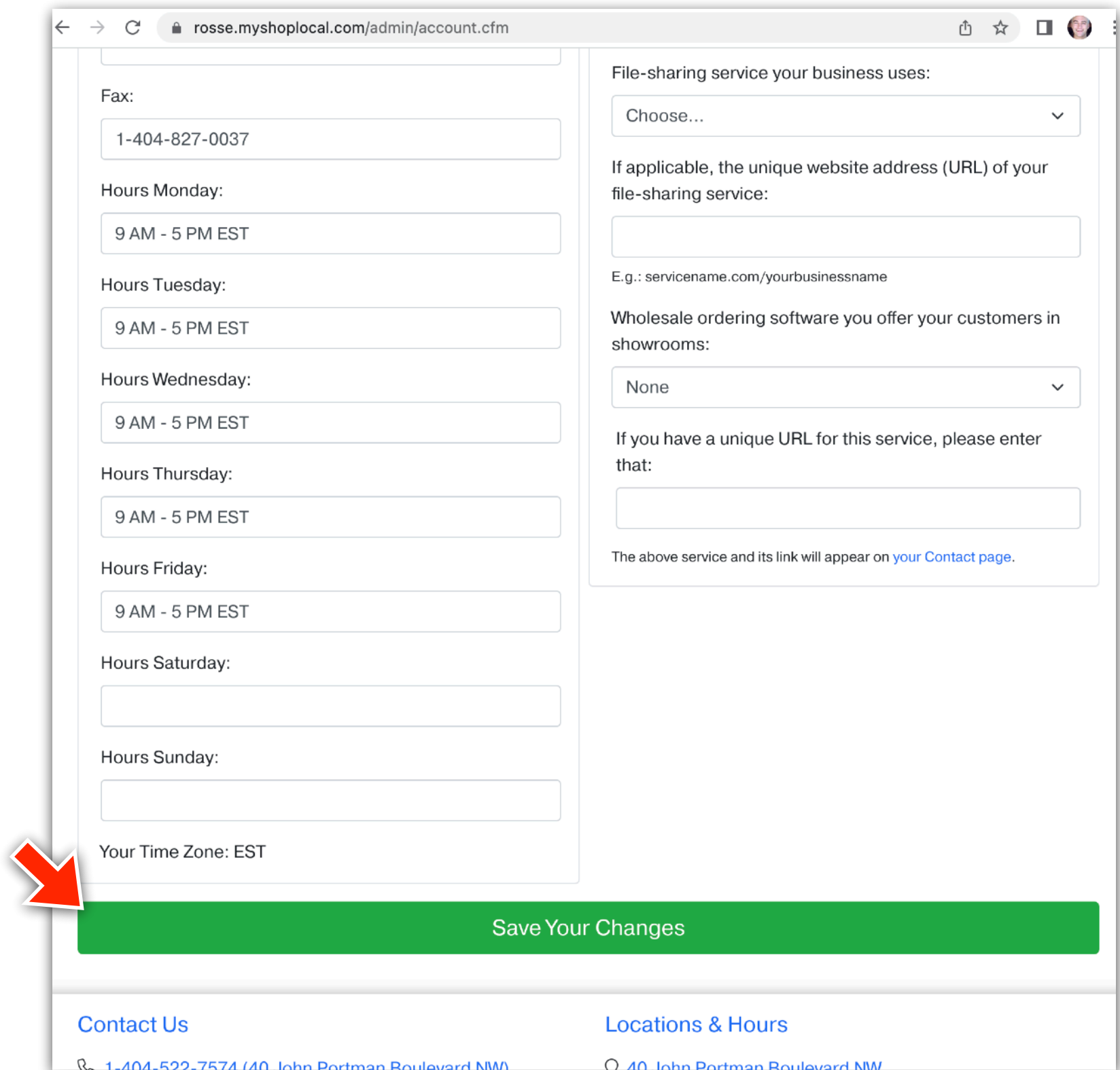
Website software or service that your business uses primarily:

Choose...

File-sharing service your business uses:

Choose...

If applicable, the unique website address (URL) of your file-sharing service:

E.g.: servicename.com/yourbusinessname

Update Your Business's Profile

Click on "Save Your Changes."

Update Your Business's Newsletter & Alert Subscriptions

Roll over "Management" and from the drop-down please click on "Newsletters & Alerts."

Update Your Business's Newsletter & Alert Subscriptions

You can update who receives Network Order Summaries.

Update Your Business's Newsletter & Alert Subscriptions

You can update who receives Wholesale Order Summaries.

Wholesale Orders Summary

A summary of wholesale orders made via your brands' Shop Local Stores.

Frequency: Each afternoon (daily).

For Sales Reps & Agencies: Rep will only receive email for retailer that is assigned to them. To view which retailers are assigned to a rep, please visit your Retailer manager.

Learn more about Shop Local's Wholesale Service

Subscribers: 8

- Showroom
- Chris Rosse
- Christi Rossbach
- Jeff Faggart
- Leigh Anna DeLoreto
- Sarah Kuhn
- Susie Lawrence
- Suzanne Tilley

+ Add Subscriber

Please note: a sales rep may be listed above but not have any retailer assigned to it. If that is the case, it will receive no email.

+ Add Subscriber

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News from Business Friends

Weekly newsletter with news and events from your business friends (brands, reps, retailers, etc.), such as new price lists, industry trends, freight specials, etc.

Subscribers: 1

- Showroom

rosse.myshoplocal.com/admin/account.cfm?email

$300

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- Shop Local will pay you $300 for referring a retailer to open a free Online Store.

- You or the retailer can sign up the store. (You must have the store's permission.)

- Shop Local will give the retailer a $300 credit.

- The retailer can use the $300 towards a wholesale order with one your Syncing brands or $300 towards a paid Gift Registry feature.

- Shop Local covers 100% of the promotion cost.

- You'll make more in commission.

- Contact us for terms.

$300

How do you get this $300? There are 2 ways to sign up a retailer:

- Use the online signup form.
- Or download and print the one-pager.

Let's visit a retailer's live Shop Local account and see Shop Local promoting sales reps